

Message Text

UNCLASSIFIED

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51

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 104659

R 291001Z MAY 75
FM AMEMBASSY BELGRADE
TO USDOC WASHDC
INFO SECSTATE WASHDC 2937
AMCONSUL MILAN
AMCONSUL ZAGREB

UNCLAS BELGRADE 2645

E.O. 11652: N/A

TAGS: BEXP, IT, YO

SUBJ: SPECIAL EXPORT SALES CAMPAIGN : BUILDING MATERIALS,
CONSTRUCTION EQUIPMENT, LUMBER AND WOOD PRODUCTS

REF : A) USDOC 7019 B) USDOC 5392

1. FOLLOWING IS INFORMATION REQUESTED REFTELS:

(A) PROMOTION EFFORT (REF A). TO ENCOURAGE ATTENDANCE AT MILAN EXHIBITION, EMBASSY SENT INFORMATION IN SERBO-CROATIAN TO APPROXIMATELY 500 PRIME END-USERS AND AGENTS. WE ALSO LISTED MILAN EXHIBIT IN PROMOTIONAL LITERATURE ON DRVOTEHNIKA EXHIBIT AT ZAGREB SPRING FAIR. THIS LITERATURE WAS SENT TO TARGET AUDIENCE OF 635 IN YUGOSLAVIA AND MANY MORE ELSEWHERE IN EUROPE. IN 60 BLUE-RIBBON CALLS THROUGHOUT YUGOSLAVIA U.S. EXHIBIT DIRECTOR AND ECONOMIC/COMMERCIAL PERSONNEL IN BELGRADE AND ZAGREB PROMOTED BOTH DRVOTEHNIK AND MILAN EXHIBIT.

(B) IMPACE ON CCP (REF B). MISSION ACHEIVED ABOVE PROMOTIONAL EFFORT WITHOUT SACRIFICE OF HIGHER PRIORITIES. OUR CAMPAIGN DID CONTRIBUTE TO CONSIDERABLE OVERTIME WORKED IN IN APRIL AND MAY AND WAS PARTIALLY RESPONSIBLE FOR BACKLOG WHICH WE ARE NOW ELIMINATING IN WTDR'S AND OTHER WORK. IN REGARD TO FY 76, WE WILL DISCUSS WITH STATE/COMMERCE TEAM VISITING BELGRADE JUNE 5 WHAT EFFECT CONTINUATION OF UNCLASSIFIED

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THIS CAMPAIGN WOULD HAVE ON CCP OBJECTIVES.

SILBERMAN

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NNN

Message Attributes

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Disposition Event:
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